

Amendment B  
Inventor Name: Warren McKinney  
Serial No.: 10/037,259  
Attorney Docket No.: 717228.7

**AMENDMENTS TO THE CLAIMS:**

This listing of claims will replace all prior revisions, and listings, of claims in the application.

**Listing of Claims:**

1. (Previously Amended) A data storage device display assembly including:
  - a display panel having at least two main surfaces with one being a display surface;
  - a data storage device attachment device secured to said display surface, said attachment device including a carrier strip with first and second faces, said attachment device including first adhesive on the first face and adhered to the display surface and further including a second adhesive on the second face and having a surface facing generally the same direction that the display surface faces, said second adhesive being a reusable adhesive, said first and second adhesives including pressure sensitive adhesive and said first adhesive being shrink resistant after application to the display panel; and
  - a data storage device capable of containing encoded data, said data storage device having a surface in contact with said second adhesive surface with the second adhesive removably securing the data storage device to the panel, said data storage device being removable from the second adhesive, display panel and attachment device by separating the data storage device surface from the second adhesive surface with substantially the entirety of the attachment device remaining secured to the display panel and substantially none of the attachment device remaining with the removed data storage device.

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2. (Cancelled).

3. (Cancelled).

4. (Previously Amended) A display assembly as set forth in claim 1 wherein said first adhesive does not require heat to effect bonding to the display panel.

5. (Original) A display assembly as set forth in claim 4 wherein the first adhesive is permanent adhesive.

6. (Original) A display assembly as set forth in claim 5 wherein the data storage device includes a data card.

7. (Original) A display assembly as set forth in claim 1 wherein the carrier strip is made of a polymeric material.

8. (Original) A display assembly as set forth in claim 1 wherein said the peel strength of the second adhesive with the data storage device is less than the peel strength of the first adhesive with the display panel.

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9. (Previously Amended) A display assembly as set forth in claim 8 wherein the second adhesive has a surface area of contact on the data storage device less than a surface area of contact of the first adhesive on the display panel.

10. (Original) A display assembly as set forth in claim 1 wherein the second adhesive is present on the carrier strip in a plurality of spots.

11. (Previously Amended) A method of making a data storage device display assembly, said method including:

providing a plurality of display panels to a conveyor, each said display panel having an exposed display surface;

conveying the display panels in sequence to an application station;

providing an attachment device comprising a carrier with first and second surfaces and reusable adhesive on the first surface and permanent adhesive on the second surface, said reusable adhesive having an exposed third surface;

bonding an attachment device to a respective display panel by bringing the permanent adhesive into contact with a respective display surface at the application station;

providing a plurality of data storage devices each having a pair of surfaces and being capable of containing encoded data; and

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bonding a data storage device to a respective display panel by bringing a said data storage device surface into contact with the third surface of the reusable adhesive whereby a data storage device is releasably mounted on a respective display panel, said data storage device being removable from the reusable adhesive, display panel and attachment device by separating the data storage device surface adhered to the reusable adhesive from the reusable adhesive third surface with substantially the entirety of the attachment device remaining secured to the display panel and substantially none of the attachment device remaining with the removed data storage device.

12. (Original) A method as set forth in claim 11 wherein the attachment device is brought to the display panel by blowing at an attaching station.

13. (Original) A method as set forth in claim 12 including feeding the attachment devices to the attaching station on an elongate carrier strip to which the attachment devices are releasably mounted.

14. (Original) A method as set forth in claim 13 wherein the data storage devices include data cards.

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15. (Previously Amended) A method as set forth in claim 11 wherein the permanent adhesive has a higher peel strength with the display panel than the reusable adhesive has with the data storage device.